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FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)				

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				Application Number	10/728,663
				Filing Date	December 4, 2003
				First Named Inventor:	Sean Patrick Nolan
				Art Unit	3627
				Examiner Name	Haider, Fawaad
<b>Sheet</b>	<b>2</b>	<b>of</b>	<b>2</b>	Attorney Docket Number	4444.P008

**NON PATENT LITERATURE DOCUMENTS**

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		SCEATS, Mark, "Keyword Research – Picking The Right Keywords," <a href="http://www.viz.co.nz/search-engine-keywords.htm">http://www.viz.co.nz/search-engine-keywords.htm</a> , 10/6/2003	
		"Search Engine Marketing Budes and ROI," <a href="http://www.viz.co.nz/budgets-ROI.htm">http://www.viz.co.nz/budgets-ROI.htm</a> , 10/6/2003	
		SCEVAK, Niki, "How The Search Engine Built Trust With Advertisers," <a href="http://www.searchutilities.com/news/archive/30/1326.html">http://www.searchutilities.com/news/archive/30/1326.html</a> , 1/7/2002	
		BLOCH, Michael, "Search Engines – Pay per View advertising," <a href="http://www.twsc.co.za/0202.php">http://www.twsc.co.za/0202.php</a> , 10/6/2003	
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		SCEATS, Mark, "Web Site Traffic Analysis," <a href="http://www.viz.co.nz/traffic-monitoring.htm">http://www.viz.co.nz/traffic-monitoring.htm</a> , 10/6/2003	
		SCEATS, Mark, "Search Engine Pay for Inclusion Fees," <a href="http://www.viz.co.nz/search-engine-fees.htm">http://www.viz.co.nz/search-engine-fees.htm</a> , 10/6/2003	
		SCEATS, Mark, "PPC Pay per Click Advertising," <a href="http://www.viz.co.nz/pay-per-click.htm">http://www.viz.co.nz/pay-per-click.htm</a> , 10/6/2003	
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		"Coremetrics Unveils Marketing Management Center to Automatically Detect Measure and Compare Performance of All Online Marketing Programs," <a href="http://www.coremetrics.com/news/media/pr02_11_18_management.html">http://www.coremetrics.com/news/media/pr02_11_18_management.html</a> , 10/6/2003	

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